What is claimed is:

1. A cooling roll stand comprising:

a device for applying a liquid mixture of a silicone oil concentrate and at least water to a web-shaped printing material, the device having:

a reservoir for the silicone oil concentrate,

a supply source for the water,

a mixing tank for the silicone oil concentrate and the water,

an applicator for transferring the liquid mixture onto the printing material, the applicator having at least one container for the liquid mixture, and

a buffer tank for the first liquid separated from the mixing tank.

2. The device as recited in claim 1 wherein the device further includes a supply line from the buffer tank to the mixing tank and a valve in the supply line operated by a control unit and/or regulating unit so that a continuous, or quasi-continuous, or intermittent flow of the silicone oil concentrate is produced.

3. The device as recited in claim 2 wherein the device further includes a second supply line from the supply source to the mixing tank, and a second valve in the second supply line operated by the control unit and/or regulating unit so that a continuous, or quasi-continuous, or intermittent flow of the water is produced.

4. The device as recited in claim 2 wherein the applicator has a float element or a fill level sensor connected to the control unit and/or regulating unit for signal transmission and/or data transmission as a function of a fill level.

5. The device as recited in claim 1 wherein the container of the applicator is designed as a trough, and the applicator includes an applicator roll transferring the liquid mixture from the trough onto the printing material.

6. The device as recited in claim 5 wherein the device further includes a motor, and the applicator roll is driven by the motor, the motor being controlled and/or regulated by a control unit and/or regulating unit in such a way that the rotational speed of the applicator roll is modifiable.

7. The device as recited in claim 1 wherein the mixing tank has a smaller volumetric capacity than the buffer tank.

8. The device as recited in claim 7 wherein the mixing tank has a volumetric capacity of approximately one liter and the buffer tank has a volumetric capacity of approximately ten liters.

9. A method for applying a liquid mixture of a silicone oil concentrate and at least water to web-shaped printing material, the method comprising the steps of:

receiving the silicone oil concentrate in a reservoir;

supplying water from a supply source;

receiving and mixing the silicone oil concentrate and the water in a mixing tank;

transferring the liquid mixture using an applicator having at least one container for the liquid mixture onto the printing material;

receiving the silicone oil concentrate in a buffer tank for the silicone oil concentrate, the buffer tank being separated from the mixing tank; and

feeding in a controlled and/or regulated manner the silicone oil concentrate from the buffer tank to the mixing tank.

10. The method as recited in claim 9 wherein a control unit and/or regulating unit operates at least one valve in such a way that a continuous, or quasi-continuous, or intermittent flow of the silicone oil concentrate and/or the water to the mixing tank is produced.

11. A printing press comprising a device for applying a liquid mixture of a silicone oil concentrate and at least water to a web-shaped printing material, the device having:

a reservoir for the silicone oil concentrate,

a supply source for the water,

a mixing tank for the silicone oil concentrate and the water,

an applicator for transferring the liquid mixture onto the printing material, the applicator having at least one container for the liquid mixture, and

a buffer tank for the first liquid separated from the mixing tank.

12. A method for wetting a printing material web comprising the steps of:

applying a water-silicone oil concentrate mixture to the web, an allotment of water and an allotment of silicone oil concentrate in the mixture being separately selectable.

13. The method as recited in claim 12 wherein the allotment of water and the allotment of silicone oil concentrate are adjustable to the web speed and/or the web width.